



Fact Sheet

United States Air Force

AIR FORCE MATERIEL COMMAND

THE UNITED STATES AIR FORCE BAND OF FLIGHT

3920 LEAR STREET WRIGHT-PATTERSON AFB, OH 45433-5721 TELEPHONE 937-257-6526

Air Force Band of Flight

Advertising Quick Reference Sheet

- The objective is to get the word out to as many people as possible!
- Call your local newspapers and ask them to advertise the Air Force Band of Flight by listing the performance location, date, time, and the fact that the concert is FREE.
- Incorporating neighborhood newspapers in addition to the large local newspaper is also a good idea.
- Call your local radio station owner, manager, and/or program director. Give them the text for the radio PSA.
- Call your local television stations and ask them to advertise our concert on their community bulletin board or equivalent local news page.
- Get in touch with any local Veteran's groups and let them know about the concert. They also may be interested in posting the colors.
- Get in touch with any local homes for the elderly. They may like to bus themselves to the concert.
- When issuing tickets, give out 10-20% more tickets than you have seats. This will offset people who take a ticket and for whatever reason, don't make it to the concert. Feel free to call the band's Publicity department with any questions. (937) 656-3322